

Message Text

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PAGE 01 BANGKO 25655 141649Z

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ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
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R 140956Z SEP 76
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 3302

UNCLAS BANGKOK 25655

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJ: WTDR/FTI - G. SIMON RADIO CO., LTD.

REF: USDOC 13727

1. THAILAND
 2. CNTRY CODE: 549
 3. SER. NO: 0039800
 4. G. SIMON RADIO CO., LTD.
 - 4A. CODE: K
 5. 30 PATPONG ROAD
 6. BANGKOK, THAILAND.
 7. ESTABL: 1954
 8. EMPL: 49
 9. SIZE: (19-X) LARGE
 10. REPUTATION: (22-X) GOOD
 11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED IN
ORDER OF IMPORTANCE: LOCAL MARKET AND U.S.A.
 12. RPT. DATE: 09/76
 - 13A. 35731/531 IMPORTER, DISTRIBUTOR AND RETAILER OF ANALONG-
HYBRID COMPUTERS.
 - 13B. 36220/431 EXPORTER, DISTRIBUTOR AND RETAILER OF AC REDUCED
VOLTAGE CONTROLS (LIGHT DIMMERS).
 - 13C. 36792/431 EXPORTER, DISTRIBUTOR AND
ETAILER OF BATTERY
CHARGER.
 - 13D. 36410/431 EXPORTER, DISTRIBUTOR AND RETAILER OF BATTERY
OPERATED FLUORESCENT LAMPS.
 - 13E. 36511/531 IMPORTER, DISTRIBUTOR AND RETAILER OF TUNER/
AMPLIFIERS, PHOTOGRAPHS AND RELATED SOUND EQUIP-
MENT.
 - 13F. 36515/531 IMPORTER, DISTRIBUTOR AND RETAILER OF SPEAKER
- UNCLASSIFIED
UNCLASSIFIED

PAGE 02 BANGKO 25655 141649Z

SYSTEMS.

13G. 36520/531 IMPORTER, DISTRIBUTOR AND RETAILER PRE-RECORDED

TAPES.

13H. 36621/5431 IMPORTER, EXPORTER, DISTRIBUTOR AND RETAILER OF
RADIO TRANSCEIVERS.

13I. 36622/531 IMPORTER, DISTRIBUTOR AND RETAILER OF AUDIO VISUAL
AND RADIO BROADCASTING EQUIPMENT.

13J. 36749/431 EXPORTER, DISTRIBUTOR AND RETAILER OF EMERGENCY
LIGHTING EQUIPMENT.

13K. 36790/543 EXPORTER, IMPORTER AND DISTRIBUTOR OF ELECTRONICS,
COMPONENTS, I.E. CRYSTALS, ETC.

13L. 38252/531 IMPORTER, DISTRIBUTOR AND RETAILER OF TESTING
INSTRUMENTS FOR ELECTRONICS COMMUNICATIONS AND
ELECTRICAL EQUIPMENT.

14. CONTACT: AMARIT JIRA TITLE: CHAIRMAN

15. CABLE: SIMONCO 16. TELEX: -- 17. TEL. 2340991

18. FINANCIAL REFS: BANGKOK METROPOLITAN BANK LTD., 2 CHALERMKHEE
4 STREET, SUAN MALI, BANGKOK; BANGKOK BANK LTD., 9 SUAPA ROAD
BANGKOK; THAI FARMERS BANK LTD., 142 SILOM ROAD, BANGKOK.

19. TRADE REFS: MICROWAVE ASSOCIATES, INC., SOUTH AVENUE, BURLING-
TON, MASS. 01803; EAI ELECTRONIC ASSOCIATES, INC., WEST LONG
BRANCH, N.J.; TEKTRONIX, INC., P.O. BOX 500, BEAVERTON, OREGON
97077.

20. AGENCY REP: AGENCY OF EIMAC, A DIVISION OF VARIAN ASSOCIATES,
611 HANSEN WAY, PALO ALTO, CALIF. 94303, FOR RADIO TRANSMITTING
TUBES; AGENCY OF EAI ELECTRONIC ASSOCIATES, INC., WEST LONG
BRANCH, N.J., FOR ANALOG/HYBRID COMPUTER; AGENCY FOR GENERAL RADIO
CO., 300 BAKER AVENUE, CONCORD, MASS. 01742, FOR PRECISION TEST
INSTRUMENTS; AGENCY OF GATES RADIO CO., INTERNATIONAL SALES DEPT.,
120 EAST 34 STREET, NEW YORK, N.Y. 10016, FOR RADIO BROADCASTING
AND COMMUNICATION EQUIPMENT; AGENCY OF GLOBE-UNION INC., 5757
NORTH GREEN BAY AVENUE, MILWAUKEE, WIS. 53201, FOR ELECTRONIC
COMPONENTS; AGENCY OF MAGNASYNC CORP., 5539 RIVERTON AVENUE,
NORTH HOLLYWOOD, CALIF. 91601, FOR FILM RECORDING EQUIPMENT;
AGENCY OF MOTOROLA SEMICONDUCTOR PRODUCTS INC., INTERNATIONAL MAR-

KETING. P.O. BOX 20943, PHOENIX, ARIZONA 85036, FOR SEMICON-
DUCTOR PRODUCTS; AGENCY OF MARTI ELECTRONICS, P.O. BOX 661, 105
POINDEXTER, CLEBURNE, TEXAS 76031, FOR STUDIO TRANSMITTER LINE;
AGENCY OF TELONIC INDUSTRIES, INC., 21282 LAGUNA CANYON ROAD,
LAGUNA BEACH, CALIF. 92652, FOR SWEEP OSCILLATORS; TEKTRONIC INC.,
UNCLASSIFIED
UNCLASSIFIED

PAGE 03 BANGKO 25655 141649Z

P.O. BOX 500 55/980, BEAVERTON, OREGON 97005, FOR WAVEFORM
MEASURING INSTRUMENTS; AGENCY OF M.B.L.E. INT'L, 80 RUE DES
DEUX-GARES, BRUSSELS 7, BELGIUM, FOR TRANSMITTING TUBES; AGENCY
OF THORENZ-FRANZ AG, SEMINARSTRASSE 92, 65430
WETTINGEN, SWITZERLAND, FOR TURNTABLES; AGENCY OF TELEQUIPMENT
LTD., 313 CHASE ROAD, SOUTHGATE, LONDON N. 14, ENGLAND, FOR
OSCILLOSCOPES; AGENCY OF ELCON RESEARCH CO., LTD., 2538 SUKHUMVIT
ROAD, BANGKOK, FOR RADIO COMMUNICATIONS AND ELECTRONIC EQUIPMENT.
22. G. SIMON RADIO CO., LTD. WAS OFFICIALLY REGISTERED AS A
LIMITED LIABILITY COMPANY WITH \$100,000 CAPITAL IN 1954, AS A

SUCCESSOR OF G. SIMON RADIO R.O.P., WHICH WAS FOUND IN 1939. IT IMPORTS RADIO BROADCASTING EQUIPMENT, ANALOG/HYBRID COMPUTERS, ELECTRONIC COMMUNICATION TESTING INSTRUMENTS, FILM RECORDING EQUIPMENT, TUNER/AMPLIFIERS AND RELATED SOUND EQUIPMENT, SCIENTIFIC AND LABORATORY EQUIPMENT, AUDIO VISUAL EQUIPMENT AND OTHER ELECTRONIC COMPONENTS. ITS BUSINESS ACTIVITIES INCLUDE WHOLESALE AND RETAIL DISTRIBUTION AS WELL AS DIRECT SALE TO GOVERNMENT AGENCIES. FIRM ALSO EXPORTS AND DISTRIBUTES RADIO TRANSCEIVERS, FLASHING UNITS, LIGHT DIMMERS, BATTERY OPERATED FLUORESCENT LAMPS, BATTERY CHARGERS, ETC. LOCALLY MANUFACTURED BY ITS AFFILIATE, ELCOM RESEARCH CO., LTD. (WTDR OF 03/76). IT IS CONSIDERED A LARGE SIZE FIRM IN THE ELECTRONICS FIELD IN THAILAND, EMPLOYING

9, 14 OF WHICH ARE SALESMEN. THE BUSINESS APPEARS TO BE WELL MANAGED BY A GROUP OF EXPERIENCED AND HIGHLY REGARDED BUSINESSMEN WITH WELL VERSED TECHNICAL STAFF. THE 1975 TURNOVER WAS REPORTED BY THE FIRM TO BE APPROXIMATELY \$1.6 MILLION. LOCAL BANKS REPORT FAVORABLY ON THIS FIRM AND CREDIT FACILITIES HAVE BEEN EXTENDED WITH SATISFACTORY RESULTS. EMBASSY CONSIDERS THIS FIRM RELIABLE AND RECOMMENDS IT AS A SUITABLE PARTNER FOR U.S. BUSINESSMEN.

22. PREPARED BY: SIRITAJ APPROVED BY: JAMES H. SAVERY
AT: AMEMBASSY BANGKOK BURKE

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NNN

Message Attributes

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Draft Date: 14 SEP 1976
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Disposition Approved on Date:
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Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Review Withdrawn Fields: n/a
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